

# emi

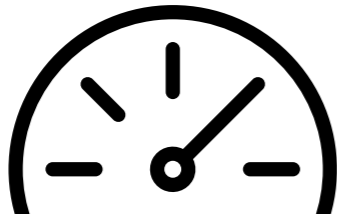
**The best choice**  
in the nail industry



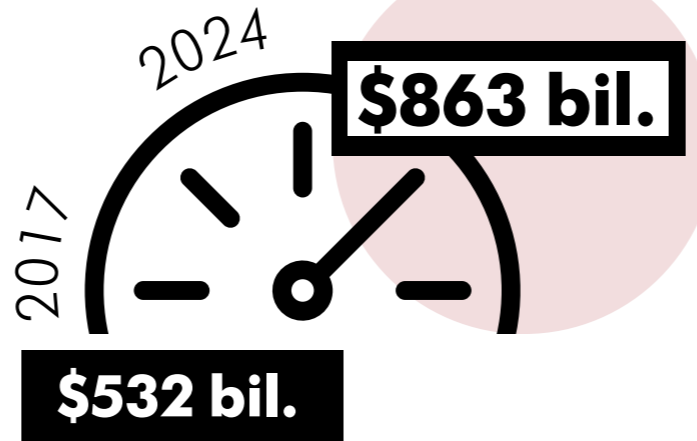
# INDUSTRY DASHBOARD

- COSMETICS MARKET

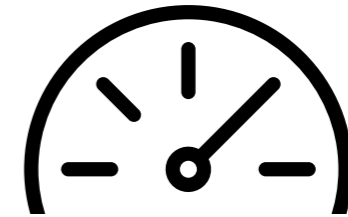
- NAIL SEGMENT



**9.5%/year\***



- NAIL POLISH



**10.5%/year\***

*\*annual growth from 2016  
with prediction till 2024*

The nail segment is going to become **THE FASTEST GROWING** in the decorative cosmetics market.

# INDUSTRY DASHBOARD • GLOBAL MARKET TRENDS

**01**

Growth of home-use cosmetics sales.

Growth of **ONLINE** sales.

**02**

**03**

The focus on nail care and treatment products.

Importance of **SHARING INFORMATION** about ingredients & use.

**04**

Gel polish usage increasing among young people.

**05**

# INDUSTRY DASHBOARD • GLOBAL MARKET TRENDS

Growth of  
home-use  
cosmetics sales.



# INDUSTRY DASHBOARD • GLOBAL MARKET TRENDS

Growth of **ONLINE**  
sales.

02

The client wants fast, fewer clicks, everything in one place, and as transparent as possible

**WHAT** should be  
**100% RIGHT**  
**NOW:**

- simplicity, clarity and honesty
- site speed
- interface and usability
- clear and convenient search
- a wide range of payment methods
- complete information about the product
- related and similar products

# INDUSTRY DASHBOARD • GLOBAL MARKET TRENDS

— **03** —

The focus on nail care and treatment products.

Problems that can now be solved at home:

nail treatment

nail  
strengthening

skin care  
for hands

anti-aging  
products

# INDUSTRY DASHBOARD • GLOBAL MARKET TRENDS

Importance of **SHARING**  
**INFORMATION** about  
ingredients & use.

# 04

## **LIST OF PROHIBITED INGREDIENTS**

---

the client should be able to check  
everything themselves

## **INFORMATION** on the use of prod- ucts should be **IN DIRECT ACCESS**

---

we save the client's & our time



# INDUSTRY DASHBOARD • GLOBAL MARKET TRENDS

Gel polish usage increasing among young people.  
**05**

believe that the high quality of a product is of paramount importance



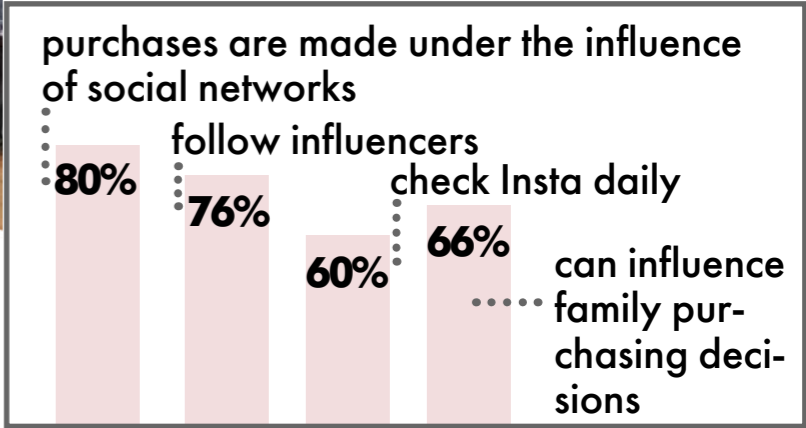
appreciate diversity and inclusiveness

75% of them **prefer a smartphone** to other devices

huge desire to **INTERACT WITH** their **FAVORITE BRANDS** on social networks

look for **PRODUCTS** and messages that **REFLECT THE REAL WORLD** and not the perfect picture

are willing to pay extra for brands that adhere to values



# What a nail salon makes money on

**Hygienic**  
manicure, pedicure



**COATING** with nail  
polish, gel polish



Nail extension



Designs



**SKINCARE** procedures



HEALING procedures



Sale of  
products  
for at-  
home use



# What does the nail salon make money on

Hygienic  
manicure, pedicure

**COATING** by nail  
polish, gel polish

Nail extension

Designs

**low** client reliability

**average**

**High** client reliability

**average**

**CARE** procedures

HEALING procedures

Sale of  
products  
*for home  
use*

**low** client reliability

**average** client reliability

**High** client reliability

# WHAT DOES A SALON WANT?

.

# SOLUTIONS TO ITS PROBLEMS!



Product quality & safety

**UNINTERRUPTED SUPPLY**

Wide assortment one brand for everything

Affordable services, brand's openness for communication

**READY-MADE SOLUTIONS!**

Training, hands-on **support**

Professional community - inspiration & support

**Brand marketing** is a strong visual component

stylish

innovative

creative

# WHO WE ARE



Click to open on YouTube

Emi is a progressive company working in 3 directions:

Providing the nail market with innovations,  
Supplying nail stylists, &  
Teaching nail art techniques.



Emi is a company-manufacturer.



**108**

representative offices  
around the world



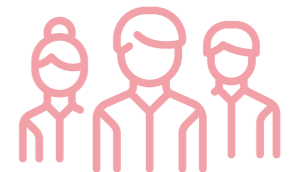
**16**

years  
of success



**34 500**

beauty salons choose Emi

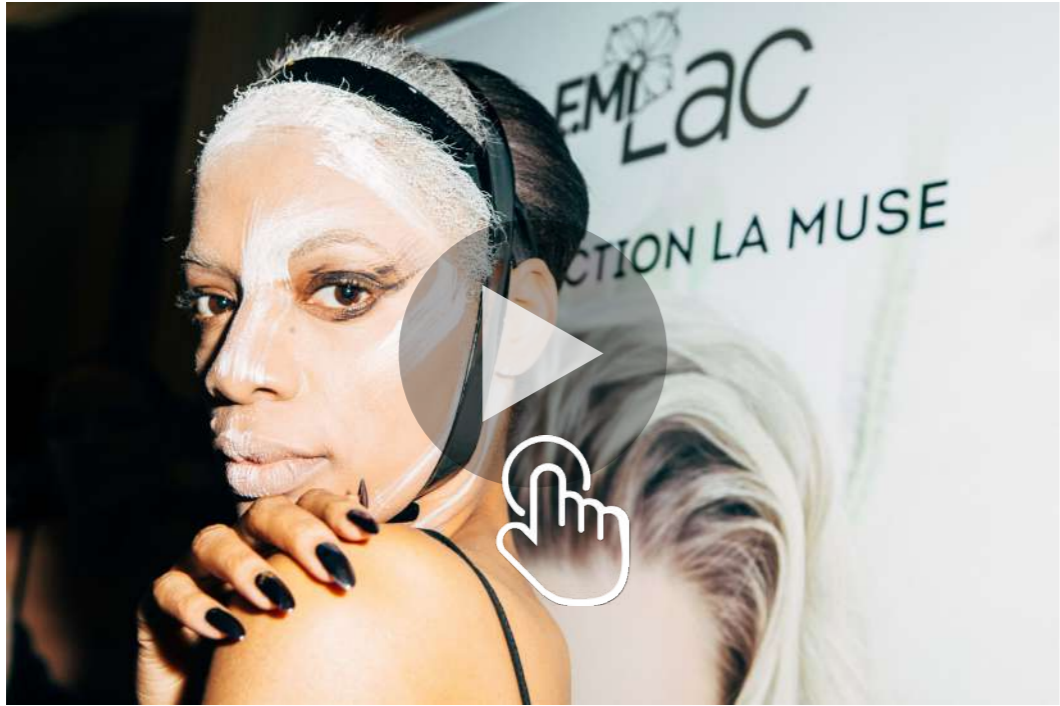


**400+**

professionals create  
our team

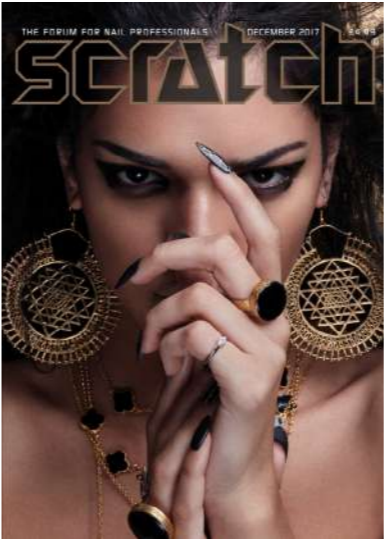
# TAKE A LOOK AT EMI'S WORLD

[Click to see more](#)



Fashion Weeks  
Magazines

Photo shoots



# YOU SHOULD KNOW

about our partners

Average EBIT growth

17%

Break-even point

1.2 year

Pay-back period

2-2.5 years

Product line

1725 positions

Average market coverage (in 2 years)

9%

# INSPIRING REALITY

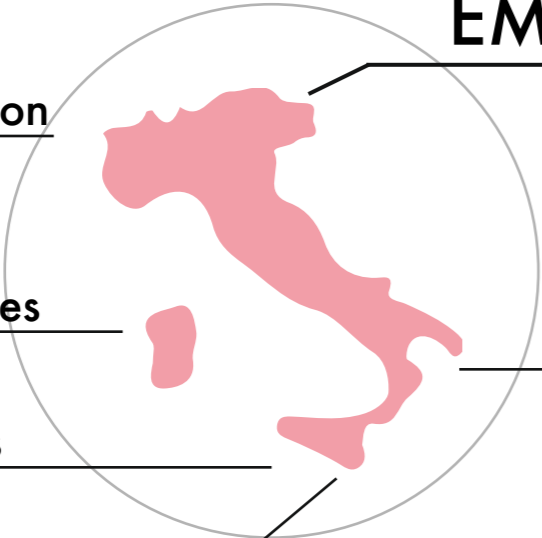
## EMI Italy

16 subdistribution partners

5 EMI academies

54 sellers

2,500 salons buy every month

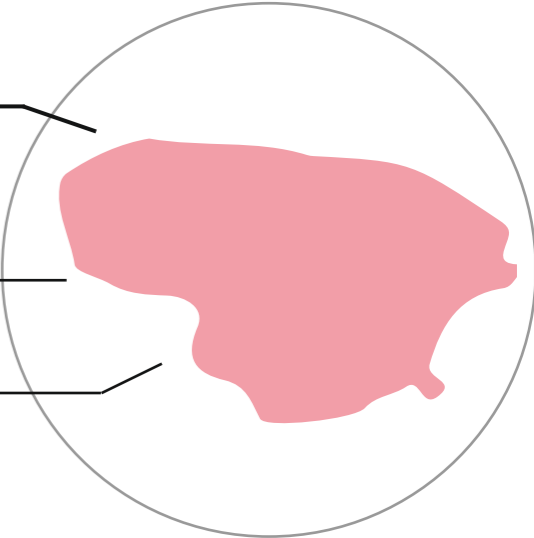


1/3 of the market in 3 years

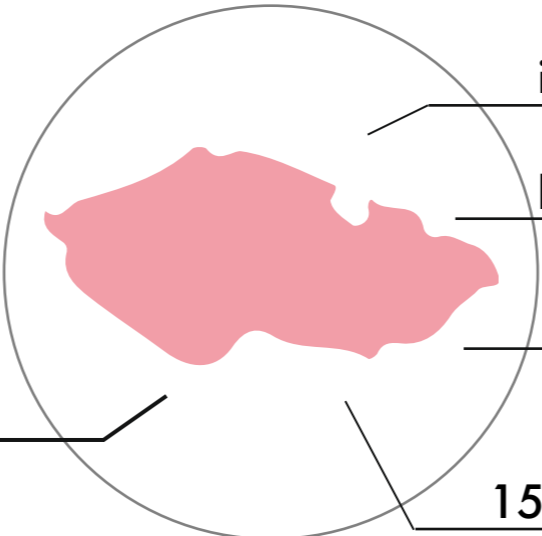
## EMI Lithuania

60% of market in 3 years

collaboration with beauty supplier chains



## Headquarters: Czech Republic



in 1 year:

break-even point achieved

growth of number of students is 211%

15% of Prague market in 14 months

YOU ARE

GETTING

Digital support



A-Z marketing

**A-Z**

Key account manager



Legislation



Push the line





A-Z



target landing pages

building an e-shop

providing marketing management

adaptive social media strategy

**Let us  
give you success**

Preparing a pilot version of a unique  
mobile app in the manicure world  
...coming soon

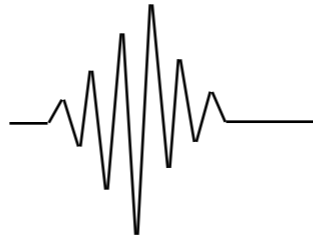
**emi**  
is **modern** manicure



**A-Z**



marketing strategy localization  
non-mainstream event design



selling & "how to use" techniques  
new team training and adaptation



professional assistance during school  
opening and management



**We know how  
to melt hearts**

**emi**  
is **popular** manicure



## Find the key to your market

A-Z

provide joint market research  
solve all your problems on each level



your own expert in the nail industry,  
business consultant & management support



**emi**  
is **gainful** manicure

- ✓ GMP
- ✓ MSDS
- ✓ CPNP
- ✓ CPSR



## Legislation as it should be



A-Z



products testing is on our side

active cooperation with local government and regulatory bodies

continued support with documentation, notification, and certification



**emi**  
is **proper** manicure

**Don't worry  
about trends!  
We do it for you!**

5 novelties per month

Emi original design techniques

new collections every season

innovative products that change the market

**emi**  
is **wanted** manicure



A-Z



• **LET'S SEE** •

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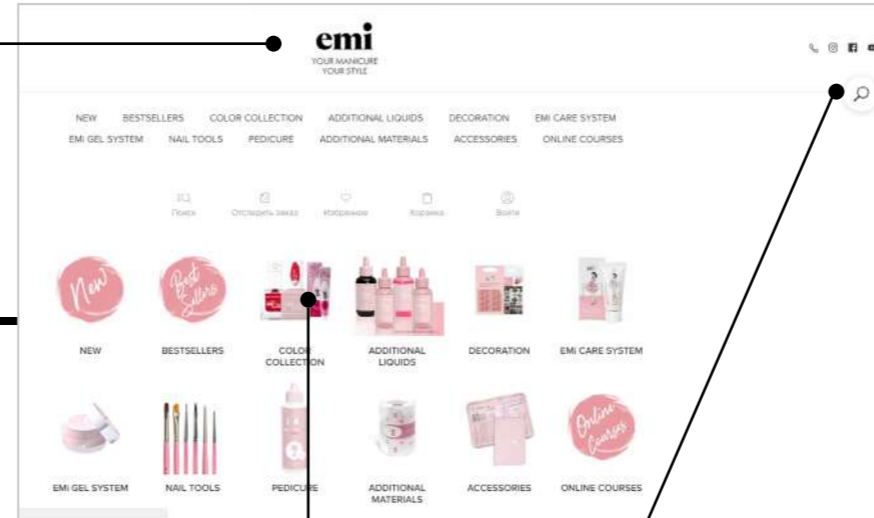
01

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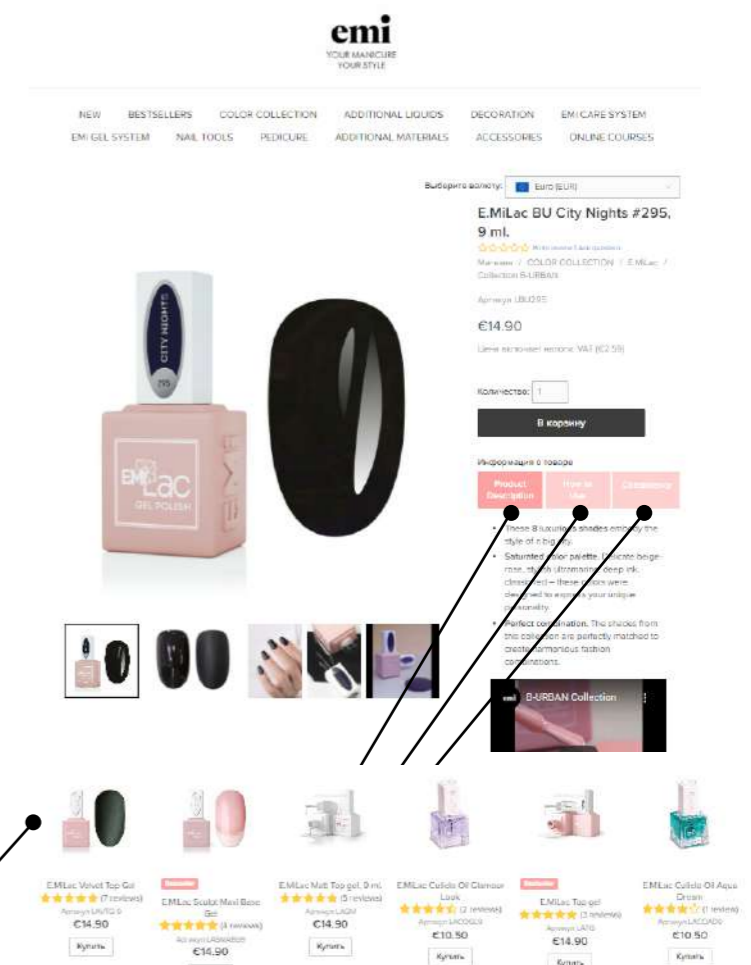


simplicity,  
clarity, and  
honesty

## HOME PAGE



## PRODUCT PAGE



Growth of **ONLINE**  
sales.

02

[www.emi-school.ca](http://www.emi-school.ca)



clear and convenient  
search

interface and usability

related and similar products

complete information about the product  
(description, how to use, ingredients)








— 03 —

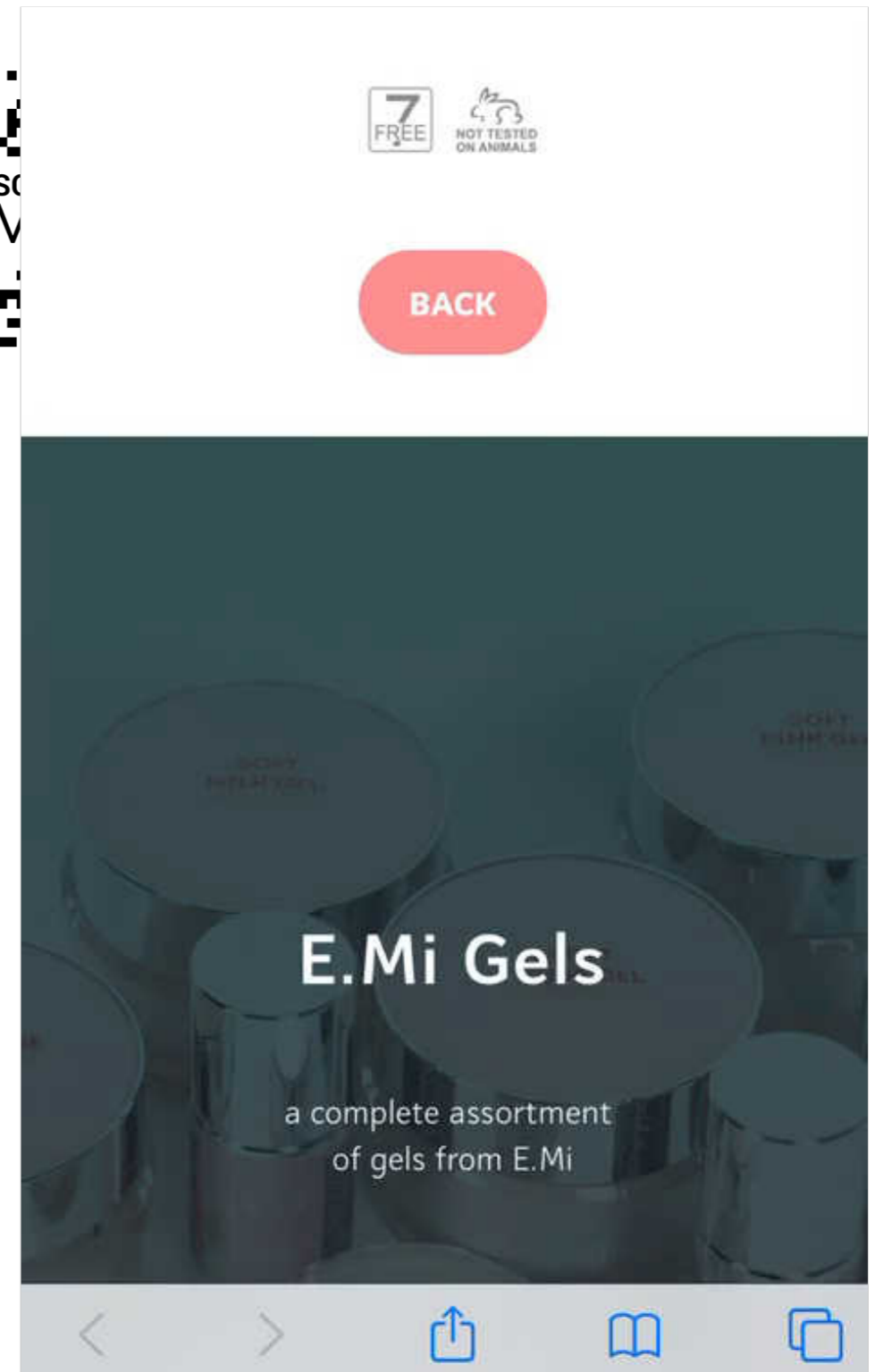
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Importance of **SHARING**  
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# 04

-  [Tutorials](#)
-  [How-to-use](#)
-  [Manuals](#)
-  [Product presentations](#)
-  [Product videos](#)

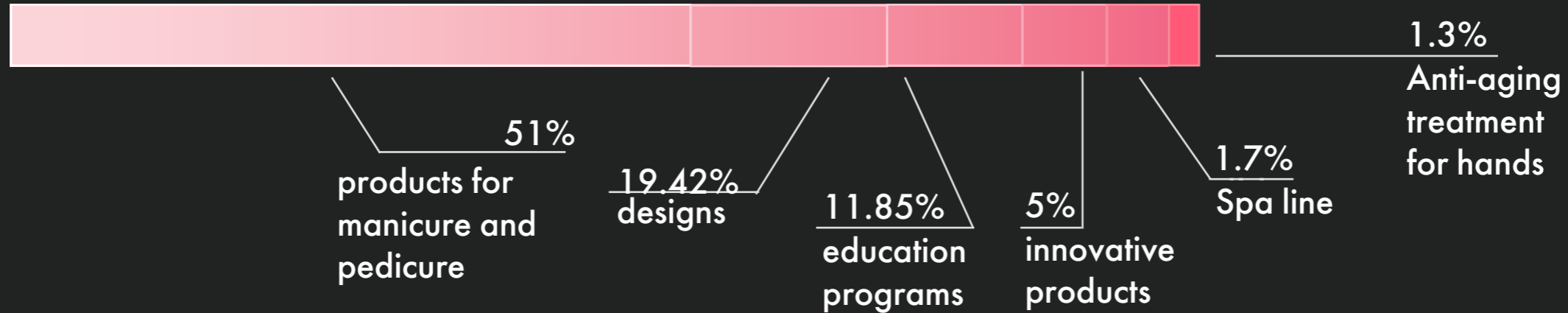


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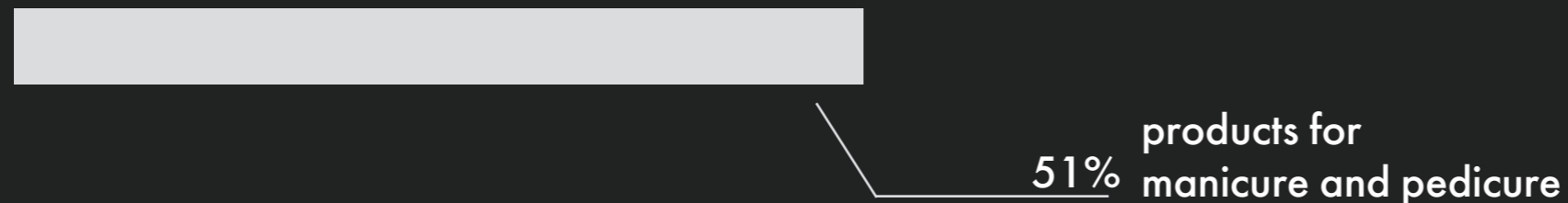
05



## EMI partners earn through



## Others earn by selling



**Explore Emi's product range**



**Become closer with us  
on Youtube**



**emi**

**is manicure**

**info@emischool.ca**

**+1 647 297 7032**